

SUPER BOWL PROGRAM FUN

PURPOSE: Provide ideas for your annual Super Bowl program.

SCOPE: If a Super Bowl event is in your plans, this guide gives you some new ideas to make your Super Bowl party the one everyone wants to be at.

GENERAL: Super Bowl Sunday could easily be one of your biggest beverage days of the year. The NFL supplies the game, local vendors are eager to showcase their products, all you have to do is build a program around “Super Sunday” and increase participation, sales, and profit.

GUIDANCE:

1. There are some basic considerations you need to make when you are putting your program together:
 - a. Make your program appealing to both men and women
 - b. Make your program appealing to fans and non football fans alike
 - c. Make sure your program will hold people if the game is not a particularly good one
2. Start early!
 - a. Everybody has a Super Bowl party so plan and promote yours early so your customers don't make plans to go elsewhere.
 - b. Equipment is important. If you don't have a big screen or projection TV. Get one! You may even want to amplify the sound output to make sure it gets over the noise of the crowd. If you can't purchase one, consider renting or borrowing one from another activity.
 - c. Offer the members coupons good on “Super Sunday”
3. Some things to do:
 - a. Choose up Sides! Have all attendees state their team preference and identify them with hats or a colored ribbon, sticker, etc. Use team identity throughout the day for price specials, prizes, etc.
 - b. Have a Football Pool! I know what your saying, “It's illegal!” No cash to play. Just a club card to enter. Mark off 100 squares on a piece of poster board and let the fun begin. For smaller clubs that won't get 100 people, after everyone gets on the first time, let them come back

up and fill in another square until the board is full. Just before the kickoff, draw the team positions and score numbers. Give quarterly prizes and a grand prize for the final.

c. Play Super Bowl Trivia. Design questions for both males and females and give prizes for the correct answers. The disk accompanying this Ops Guide contains some past Super Bowl trivia facts that give you a good start.

d. If you have NTN, run a QB1 competition. Do it by halves and make two to a play mandatory. High score for each half wins. NTN usually runs its own Super Bowl Trivia prior to the game. Be sure to take advantage of it and use it.

4. Let the game begin!

a. Food is a must at your Super Bowl party. There are different schools of thought on this one, my only recommendation here would be, "If it's going to be free, wait till half time!"

b. Be careful of the timing of your program. "Super Sunday" usually generates new TV commercials and people are usually as interested in the commercials as they are the game. If your doing give aways, the best time is usually during the "local" commercials.

c. Half time also requires attention. In recent years, the other networks have offered programming to compete with the "traditional" half time show. Size up your crowd early if competing programming is offered, make a plan and stick with it.

d. What about a victory party? This is another tough one that could go either way. On the east coast, it's close to 9pm on a work night and this probably will not be a big crowd maker. However, on the west coast a victory party could be great. If you are participating in "Football Frenzy", develop a mailing list from the entry forms you send up to the Service Agency and personally invite your participants from the whole football season.

5. Not everyone will come to your party!

"Super Sunday" is also one of the biggest days of the year for home parties. Stock in a few extra kegs for bulk sales and consider offering a catering package to make the home party that much easier.

SUMMARY:

"Super Sunday" is an event where the basic program is already built for you. That doesn't make it easier though, because it's also available for every other beverage establishment in your area. Plan early, promote heavy, and offer your members "the best Super Bowl party in town!"